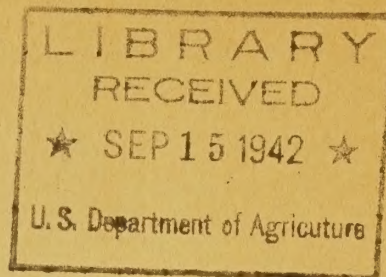


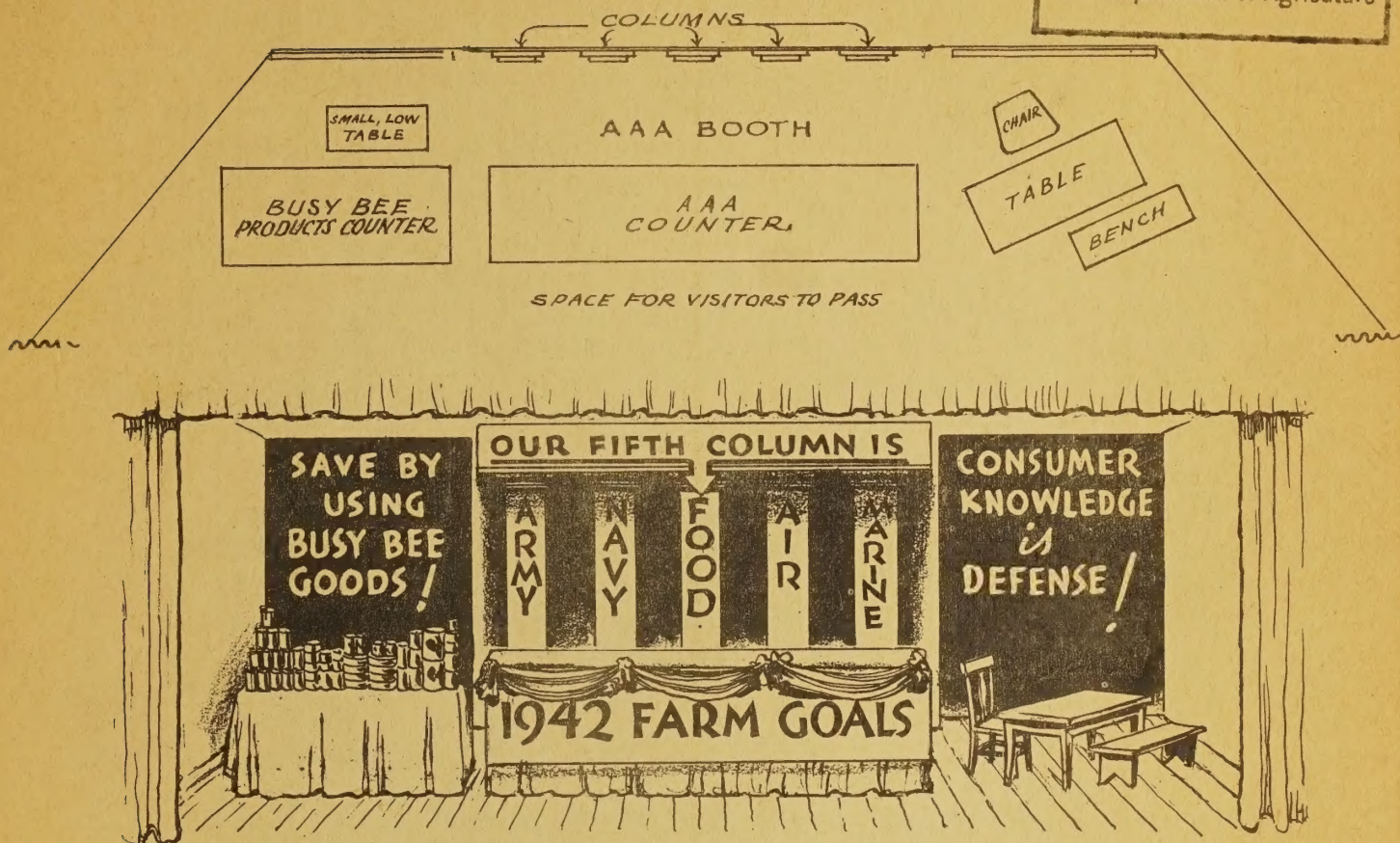
UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL ADJUSTMENT AGENCY
Washington, D. C.

Division of information

U.S. Agr. adj. admin.



Stage Setting "COUNTY FAIR"



Show complete AAA booth but less than half of each of the others--barely enough to permit attendant to be on the stage comfortably. On the AAA counter there is spread a large map which causes people to stop and study it in detail. It should show the goals for the area in which the playlet is being presented as well as achievements in soil conservation in 1940. At either end of the counter are small piles of printed material.

The table in the consumers booth has heaps of printed publications.

The Busy Bee booth should have a small table hidden behind the cutouts so that Sam Chance will have something from which to dish out his samples.

1000
1000

COUNTY FAIR

(Playing time about 25 minutes)

C h a r a c t e r s

AAA-Booth Attendant - - - - - Jim Allen
 Consumer Education Booth Attendant- - - - - Helen Clark
 Busy Bee Products Booth Attendant - - - - - Sam Chance
 (Manufacturer and wholesaler)
 Small town grocer - - - - - Cy Beaver
 Truck Driver- - - - - Hiram Walker
 Farm woman- - - - - Nancy Duncan
 Her Husband - - - - - John Duncan
 Their children:
 Girl--10 years old- - - - - Alice Duncan
 Boy---14 years old- - - - - Jack Duncan
 Farmer who has adopted the U. S. - - - - - Joe Goffa
 Village housewife - - - - - Mary Smith
 Her daughter--a young lady- - - - - Jane Smith

Groups of people with children pass by the booths now and then and look with interest but do not take any part in the spirited conversation of the main characters. They do nod or speak aloud to acquaintances as they pass and sometimes pick up a folder here and there. Make it as "holidayish" and as fair-like as possible.

TIME---The present.

PLACE---Any place which is rural enough to enjoy a county fair.

SCENE:-A section of county fair displays. Suggested in detail on the attached sheet at the end of play.

(AS THE PLAY OPENS, THE ATTENDANTS ARE WORKING IN THE TWO SIDE BOOTHS PUTTING THE FINISHING TOUCHES ON THEIR DISPLAYS. THEY ARE ALTERNATELY ON STAGE AND THEN OUT OF SIGHT AS THEY WORK THROUGHOUT THEIR WHOLE SPACE.)

(THE CENTER BOOTH--EMPTY FOR THE MOMENT--GIVES THE AUDIENCE AN OPPORTUNITY TO LOOK IT OVER THOROUGHLY BEFORE THE PEPPY ATTENDANT ENTERS. HE "BREEZES" IN CARRYING A BULGING BRIEF-CASE WHICH HE "PLOPS" FLAT ON THE COUNTER TOWARD THE AUDIENCE. HAT IN HAND, HE GREETES BOTH HIS NEIGHBORS:)

JIM ALLEN: Hello neighbors! It's right snappy out. I'll be glad to stay for a while. (HE TAKES ONE LOOK AT THE GIRL IN THE CONSUMER'S BOOTH AND THINGS PICK UP FOR HIM--DECIDEDLY. REACHING ACROSS THE DIVISION WHICH SEPARATES THEIR BOOTHS TO SHAKE HANDS WITH HER HE ADDS WITH EXAGGERATED SURPRISE!

Why, Helen Clark, I never knew you to be turned loose on a thing like this before!

SEP 17 1942

HELEN CLARK: (SHE ALSO REACHES TOWARD HIM AND RESPONDS WARMLY TO HIS GREETING.) How are you, Jim? Yes, this is my first time with an exhibit. I want to hear what people are thinking now. There's no place better than the county fair for that.

JIM: (AFTER PUTTING HIS HAT ON TOP OF HIS BRIEF-CASE HE WALKS SLOWLY ACROSS TO THE OTHER NEIGHBOR, GIVING HIS OWN BOOTH AN APPROVING INSPECTION AS HE GOES. AS HE HOLDS OUT HIS HAND TO THE MAN IN THE COMMERCIAL BOOTH): Guess we haven't met. I'm Jim Allen, Triple A County Committeeman.

SAM CHANCE: (RESPONDING TO THE HAND-SHAKE) I'm Sam Chance from the promotion department of the Busy Bee Manufacturing and Distributing Company. I just finished introducing myself to Miss Clark a little while ago. I'm an old hand in this exhibit tending so I'll be glad to help you new-comers.

HELEN: I am a little nervous about what they'll ask me. (SHE MOVES ABOUT HER SMALL QUARTERS RESTLESSLY.)

JIM: (TAKING OFF HIS TOP-COAT, HE FOLDS IT UP AND PUTS IT UNDER THE COUNTER. THEN HE PICKS UP HIS HAT AND BENDS OBVIOUSLY TO LAY IT CAREFULLY ON TOP OF THE COAT.) Helen, people are kindly in these parts. They'll know you can't solve all their troubles. What they need is facts so they can spend their money to the best advantage.

CHANCE: Now if anyone were listening, I'd add "That's where Busy Bee comes in and so forth."

JIM: (LAUGHING) You've got several days to convert us in. Haven't you got some good samples?

CHANCE: They'll be delivered soon. I expect the truck almost any time now. By the way, I thought the Agricultural Adjustment Agency was interested only in the crops on the farm. How come they put a farmer in on the food side of this show? I'd get better acquainted with Miss Clark if you weren't between us. (THIS LAST APPARENTLY IS SAID TO TEASE JIM.)

JIM: I'm here because some wise economist a long time ago spoke an eternal truth when he said: "The sole purpose of production is consumption." Of course farmers are interested in consumers. We produce for them.

HELEN: I'll have to watch you or you'll be taking my customers away. Since Food for Freedom shows the importance of growing exactly what the Nation needs to win the war, everyone wants to hear about it.

- JIM: So you've heard about that, too! I thought maybe I'd have the fun of selling you on Food for Freedom. Those folks in Washington figured production goals for the United States. After Pearl Harbor these were upped. To get stronger citizens, we will have to feed the thousands of people who haven't been able to afford enough of the food we grow.
- HELEN: Farmers have learned to produce foods in great quantities--
- JIM: And producers must have customers.
- HELEN: It's an endless circle--exchanging what you make or grow or what you do for money--keeping the wheels of business and industry moving.
- JIM: And the main reason those wheels sometimes get clogged is because most buyers and sellers don't talk language that they can both understand.
- HELEN: Standards for quality is a language they could both use.
- Customers could know exactly what their money buys. Customers, as buyers, need that kind of language most.
- CHANCE: Can I speak for business? Business wants the people who use their products to say just what they want. Then we can give it to them. "Adjusting production to need," we call it.
- JIM: That's just what we're trying to do in agriculture, too--supply the nation with the right amount of the right crops. That means making sure that we pay special attention to growing crops that are needed most and easing up on those that are not badly needed.
- HELEN: And consumers need to learn not only what's needed most for our armed forces and our allies so that they can help out by buying substitutes, but they ought to know how to make the best selections of the things they do buy.
- CHANCE: Consumers have to be on their toes all right to find how to get the most for their money. They need to be able to tell the difference between distributors who think about profit first and the ones who are serving the broader interests of all consumers--like my company, for instance. (ALL THREE ATTENDANTS LAUGH WILLINGLY.)
- JIM: Remember consumers aren't just certain people. They're you and me. Everyone is included. We're all interested in the marketplace.
- HELEN: That reminds me that many of the workers in the United States don't make enough in a year to provide good living conditions, considering the wealth and resources of this country.

JIM: The best guarantee that consumers will have plenty of farm products is to pay us farmers fairly for our work and investment. If there is enough food, nobody has to worry about rationing. High prices and food scarcities aren't the answer the farmer is looking for at all.

HELEN: Food and clothing prices have gone up.

JIM: Yes, but remember farm prices for so long have been bargain prices. Farm prices started to rise from a very low point. Then, too, retail price rises aren't entirely due to the rise in farm prices.

CHANCE: I don't see why not when the price rise comes all at the time when farm prices are going up.

JIM: Well, a buyer may be paying a dollar for a cotton shirt but less than a nickel of that goes to the cotton grower. Farmers are getting a little more than a cent for the wheat that goes into a pound loaf of bread.

CHANCE: My salary hasn't gone up, though, so all these reasonable explanations don't help me any. They may make me feel better toward my neighbor but it doesn't put any more food on my table from the same pay check.

HELEN: Maybe you'll have to achieve that through more careful buying. Efficiency in handling goods at each point affects the cost and has a bearing on the price.

CHANCE: I hate to drop out of this just as I am about to learn how to make my money go farther, but here comes one of my best customers. (AS A RATHER NEAT MAN COMES PURPOSEFULLY TOWARD THE BUSY BEE BOOTH HE ADDS): How are you, Cy Beaver? You're the first onlooker. Too early for refreshments yet!

CY BEAVER: That I'd dash over a little ahead of time and find what you're showing here, see if I can tie it in with my window displays. I don't want to miss any opportunity of profiteering from your high-powered advertising. (HE CHUCKLES.)

CHANCE: I'll even aid you in stealing my thunder. I've got some duplicate cut-outs back here you can have. (HE GOES BACK OUT OF SIGHT OF THE AUDIENCE AND NOW AND THEN SOUNDS OF SHUFFLING AND SHIFTING CAN BE HEARD UNTIL HE RE-ENTERS SEVERAL MINUTES LATER LOADED WITH CUT-OUTS WHICH HE LEANS AGAINST THE FRONT OF HIS BOOTH TEMPORARILY.)

JIM: How do you do, Mr. Beaver?

BEAVER: Fair to middling, Jim, but not always as I please due to some of the government's confounded regulations and reports

JIM: I'm glad that I know you well enough to know that you aren't very mad about anything you cuss out loud about.

BEAVER: Like all strong men, my silences are eloquent, eh? (HE LAUGHS.) Well, I'll have to remember that and say less when I want to be impressive.

JIM: Here's someone over here who might like to ask you some questions. Miss Clark, may I present Mr. Beaver. He'd like to have a monopoly on everything that's sold in Centerville.

HELEN: (PLEASED AND PLEASANT) How do you do?

BEAVER: I'm pleased to meet you, young lady. But I guess Jim doesn't know yet that you come to a fair to see pretty things and ask questions. I didn't intend to answer any myself.

HELEN: Mine won't be too hard, Mr. Beaver. I'm simply trying to find out what buyers are thinking these days.

BEAVER: That's easy! Getting more for their food dollar--which seems to be buying less and less even with price ceilings standing guard. (WITH AN OBVIOUS WINK AT HELEN WHICH THE AUDIENCE CAN EASILY SEE, HE ADDS FOR JIM'S BENEFIT:) Mostly they think that the farmers are wanting to get too big a price.

JIM: (QUICK TO TAKE UP THE CHALLENGE.) Farmers, too, are consumers. The largest single thing they spend their cash for is food. Cy, don't a lot of farmers buy groceries from you, too?

BEAVER: Sure, Jim--but you can't deny that everyone's concerned with the high cost of living.

JIM: Higher food prices were caused mainly by increased demand. More buying was possible because more workers are getting paychecks and there is more money in circulation. Purchases for export under the Lend-Lease program also use up food supplies, too.

HELEN: But will price ceilings be enough of a safeguard?

JIM: The government thinks so. The best insurance farmers can provide against inflation and prices that are too high is more production so that there will not be price rises resulting from shortages. Fair prices now for farm products cause increased production. There will be enough of the right kinds of food, so prices won't go way up.

BEAVER: That's all right in good years but come a drought and everyone will be stuck.

JIM: The Ever-Normal Granary under Triple-A comes in there. In good seasons whopper crops that we don't need are stored until that "off year" which all farmers know is sure to come. Anybody can see that keeping plenty of stuff in storage will help the speculation that usually goes with short crops.

BEAVER: (LAUGHING) Who did you say would answer Miss Clark's questions, Jim?

CHANCE: (COMES BACK ON STAGE JUST IN TIME TO HEAR BEAVER'S REMARK--HE CARRIES SOME LARGE CUT-OUTS.) Has Allen been taking advantage of my absence to extend his influence? (THIS IS ANOTHER SLY DIG AT JIM'S INTEREST IN THE GIRL.)

BEAVER: He hasn't been beating your time, if that's what you mean. He's just been giving us a first lesson in "supply and demand." The boy is quite a teacher.

JIM: Economies in distribution of farm products are important, too. Because when the costs pile up they come out of the family pay check in the end.

HELEN: An idea's been going 'round in my head ever since Mr. Beaver mentioned advertising. It seems to me that it's quite important for consumers to know which of the costs is made in satisfying the public demand and which for the purpose of influencing people to buy certain products.

CHANCE: I object. I object. This is getting too personal. (HE SEES THE TRUCK DRIVER COMING ON THE STAGE WITH SEVERAL LOADED CARDBOARD CARTONS.) There you are, "Hi." I was wondering if you would get here in time to take these cut-outs over to Mr. Beaver's store. You'll have time to do that and get back while I check over what you've brought and make up my order for tomorrow.

HIRAM WALKER: I was late getting out of the warehouse. I'll hurry back. (HE PICKS UP THE HEAVY LOAD OF ADVERTISING MATERIAL AND GOES ON OUT.)

HELEN: Mr. Chance, my remarks weren't aimed at you and I hope that the shoe didn't pinch. But you know as well as I do that much of the money spent for advertising and competitive selling doesn't really help the consumers, however profitable those expenditures may be to the company.

CHANCE: I think that Mr. Beaver will agree that we put out a superior type of advertising material.

BEAVER: Really, it does seem to me that theirs is a pretty honest effort. You don't use too many fancy adjectives, anyway. Good-by, friends--old and new (WITH A SMILING NOD AT HELEN.) I'll have to hurry to beat that truck over there to tell him where to unload. Come by and get the benefit of the display window which you pay for. (HE GOES OFF, LAUGHING SOFTLY AS THOUGH IT WERE A GOOD JOKE.)

JIM: Whee-up! You don't mean to tell me that much advertising material doesn't cost somebody.

CHANCE: In the long run, honest advertising is an economy. We don't have to keep convincing Mr. Beaver that our products are the ones to handle. He is glad to sell our goods since we furnish fair and attractive advertising to help him interest his customers. (HE OPENS THE CRATES AND BEGINS TO LAY UP STACKS OF SAMPLES IN SOME PART OF HIS EXHIBIT.)

JIM: (RAZZING) When you find anything really good in those, count me in, because I want some of ALL this advertising that I pay for!

CHANCE: (IMPRESSIVELY) They're all good, what's the matter with you? (THE DUNCAN FAMILY COME ON THE STAGE--CHILDREN FIRST. THE CHILDREN GO IMMEDIATELY TO THE AAA BOOTH AND START LOOKING AROUND AND JACK SPIES THE COUNTER MAP AND THEY STUDY IT. MRS. DUNCAN SINKS DOWN NATURALLY ON THE LITTLE BENCH IN THE CONSUMER'S BOOTH, FACING HELEN AND STARTS TALKING QUIETLY. MR. DUNCAN FOLLOWS THE CHILDREN TO THE AAA BOOTH AND BEGINS CONVERSATION WITH JIM ALLEN.)

JIM: Glad to see you, Mr. Duncan. How's everything?

DUNCAN: (SEEMINGLY A BIT WORRIED) I've been wanting to see you and I hoped I'd find you here. I'm not too sure yet what we're letting ourselves in for.

JIM: Food for Freedom goals, I suppose?

DUNCAN: They're a part of what's graying my hair. Maybe not for the reason you think though. We thrive on hard work at our house. But I remember the losses my father took after the other World War. They were so bad that they almost kept me from being a farmer.

JIM: The first world war sure busted a lot of farm families. You're right about that. But we believe that with the farm program we can produce what is needed and still get by afterwards. Soil Conservation and production go hand in hand.

DUNCAN: You really believe then, that stepping up production in some things won't mean that the lid will soon fly off of everything? That would ruin some of us who have most of our eggs in one basket.

JIM: I think that farmers have a better memory than that. Plowing up hills and plains won't be necessary in 1942. These big crops have to be grown through conservation practices. Being able to continue production for a long war depends on that.

DUNCAN: I've always thought it was crazy to grow crops for markets that don't exist.

JIM: And there's no need to be crazy either; nowadays farmers and the Government together have worked out estimates of what is needed. We have adjustment to get more of this and less of that as the country needs it. This machinery is in high gear to reach the 1942 production goals. Adjusting up on our production of lots of things and down on a few is our job.

DUNCAN: America's greatness always has been in her land. We have what other nations go to war to get.

JIM: We are determined to defend it from attack. We should be equally set to defend it from our own abuse. (THEIR VOICES DROP WITH THESE LAST TWO SPEECHES AND THEY GO ON CONVERSING IN AN UNDERTONE WHICH DOES NOT CONFUSE THE AUDIENCE HEARING WHAT MRS. DUNCAN IS TELLING HELEN!)

NANCY DUNCAN: Anyway, a lot of the people where I live just manage to get along. We're doing something about the land, working with the Government, but it takes a long time to put back into the land what all those crops have taken out. We're working at it though.

JIM: (SPEAKING TO HER) We were just talking about that, Mrs. Duncan. We farmers are learning that we must cooperate with Nature.

DUNCAN: Jim, here, tells me that every day in the spring of 1941 enough soil to make 49 farms of 160 acres washed off into rivers.

MRS. DUNCAN: My, my, I had no idea it was that bad.

DUNCAN: We have begun to realize that land doesn't belong just to farmers. Everyone in the nation has an interest in it. It's going to take a lot of working together to take good enough care of the land so it will continue to produce. (AFTER LISTENING TO THIS, MRS. DUNCAN RETURNS TO HER QUIET CONVERSATION WITH HELEN. NOW AND THEN THEY LOOK AT FOLDERS. BOTH SEEM INTERESTED)

JACK: See here, Dad, this map shows how much work in soil improvement was done here last year. (MR. DUNCAN GOES OVER AND QUIETLY STUDIES THE MAP WITH HIS SON. ALICE DUNCAN SLIPS ON TO THE BUSY BEE BOOTH. AND BUSILY EATS CRACKERS SPREAD WITH THE CONTENTS OF MANY LITTLE JARS. SHE AND MR. CHANCE SEEM TO TALK CHEERILY BETWEEN BITES. DURING THIS SPEECH JOE GOFFA COMES ON STAGE, LOOKING AROUND WITH INTEREST. HE SPEAKS SLOWLY, CAREFULLY, BUT WITH NO ACCENT.)

JIM: (GREETING HIM) Here's a man who should be able to give us a different point of view. How do you do, Mr. Goffa?

JOE: I'm happy to see you Jinny.

JIM: This is John Duncan, Joe, who lives the other way from Centerville. John, Joe Goffa here is a naturalized citizen.

DUNCAN: Howdydo (AND THEY SHAKE HANDS) So you're one of the courageous ones who are renewing the hill country? (YOUNG JACK LISTENS WITH RAPT ATTENTION DURING MOST OF THE CONVERSATION OF THE THREE MEN. AT SOME TIME DURING THE DISCUSSION, WHEN IT SEEMS HANDY, HE GOES OVER TO THE BOOTH WHERE THE FOOD IS BEING SERVED AND HELPS HIMSELF GENEROUSLY BUT SEEMS REALLY TO PAY MORE ATTENTION TO THE CONVERSATION THAN THE FOOD.)

- JOE: Well, I just want to stay where I'm living. The others who farmed it before me took what they could get without much trouble and then went on to new land.
- JIM: (DISGUSTEDLY) They were too selfish and too shortsighted to see beyond their own next harvest.
- JOE: (ALMOST SORROWFULLY AND WITH PITY IN HIS VOICE) You people born in America have always had so much--so much space, so much opportunity, so rich a land that you are heedless of your riches. You are like the spendthrift children of a lavish father.
- DUNCAN: I take it that you like to live in a democracy even though you think we don't appreciate it?
- JOE: Yes, I do. Democracy means life itself to me. (THIS LAST IS SAID INTENSELY.)
- DUNCAN: (DEFENSIVELY) There are a lot of qualities with hifalutin names that are hard to find. Fortunately, common horse sense is pretty common--plain, ordinary horse sense will win out in the end since our farmers know what their sins against the land have caused.
- JOE: By putting land within the reach of any man, millions of your people have been given a stake in their country which makes them feel that they are solid and responsible citizens.
- JIM: Many of you who come from Europe are our most industrious and successful farmers --
- JOE: (PROUDLY) And America's most enthusiastic and grateful citizens.
- JIM: All together we now have the most capable farm population in the world. This country has given us farmers a chance to become cash consumers and that's almost unheard of in any other country.
- JOE: In other countries, farmers just don't rate at all.
- DUNCAN: The American farmer buys every kind of goods that the city dweller buys.
- JIM: That's one thing which caused our troubles. Most early settlers grew a variety of crops because they produced for their own use and not to sell. Except for tobacco, commercial farming with its destructive one-crop system, was still to come.
- JOE: (PHILOSOPHICALLY) The land makes nations great and the land destroys them. This is Nature's exact and terrible retribution.
- DUNCAN: Now we're having to pay double because of that early waste of resources. We're paying for the sins of our fathers who didn't care who would occupy the land after them.

JIM: Speaking of work -- how are you coming on your increased food production, Joe?

JOE: (LAUGHING) The cows are groaning under the pressure. The pigs are making the most of their feast while they can. But they don't know what I know!

JIM: The faster stuff grows the better I'll feel. Food's a whole arsenal of weapons in this struggle for human freedom. It's the driving force behind high production by munitions workers and high performance and morale among soldiers and sailors.

JOE: If you'd ever lived in the old country you would have to think all the time about food.

JIM: Folks who come out from occupied Europe say food is the main thing talked about there.

DUNCAN: In that case, what about those people who look across the channel from half-fed France and Holland and see the food we are producing in America?

JOE: I think the effect would equal about 10 field armies.

JIM: Yes, food is our "fifth column."* When the conquered peoples see what we're supplying the British in the way of food, and know there's more where that came from, I think they may do more than hope for victory of the democracies; they'll work and fight for it.

JOE: They'll do whatever they can to get it for their children. (HE STOPS ON STAGE, LEANING ON THE END OF THE AAA COUNTER AND WATCHES THE REST OF THE SHOW)

DUNCAN: Say, we've got to hurry along. Are you ready, Mother? (THIS LAST WAS ADDRESSED TO MRS. DUNCAN IN THE CONSUMER'S BOOTH WHO GETS UP AS SHE NODS TO HER HUSBAND AND TURNS TO HELEN:)

MRS. DUNCAN: You surely have given me some good ideas on how to save money on my buying, Miss Clark, and it's been a pleasure to talk to you. I hope we'll meet again real soon. I'm going to watch more carefully the quality of the things I buy. (HELEN SMILES IN APPROVAL AND WAVES TO HER AS SHE LEAVES.)

DUNCAN: Good by, Mr. Goffa. You gave me a lot of things to think over, too. (GOFFA NODS AND SMILES) Good by Jim. I'll expect you to stop by the farm some day next week.

*The term "fifth column" originated in the Spanish Civil War in 1938 during the siege of Madrid when a nationalist general, in a broadcast, announced that four columns of the nationalist troops would approach the city from the outside. When these arrived, he promised that a "fifth column" would rise up inside and come to the aid of the troops.

(AS THEY GET IN FRONT OF THE BUSY BEE BOOTH ON THEIR WAY OFF STAGE ALICE TAKES HOLD OF HER MOTHER'S HAND AND SAYS ENTHUSIASTICALLY AND VERY PERSUASIVELY)

ALICE: Mother, when you go the store will you buy me a great, big jar of Busy Bee School Lunch sandwich spread. It's very economical and it's healthful. Mr. Chance says so. (SHE LOOKS UP AT HIM FOR ENCOURAGEMENT AND APPROVAL WHICH SHE GETS BY A REASSURING SMILE.)

MRS. DUNCAN: (LAUGHS GOOD-HUMOREDLY AND EASILY) I see you weren't wasting your time either. But you may not want any more sandwich spread after all you've eaten here.

ALICE: Yes, I will. All I ate wasn't that kind. I just liked that best. (SHE IS STILL TALKING ABOUT IT AS THEY ALL GO OFF STAGE. FROM THE OPPOSITE SIDE OF THE STAGE MARY SMITH AND HER DAUGHTER JANE COME ON STAGE AND SEEM TO BE CONTINUING A DISCUSSION.)

JANE: Mother, I really think we can manage on Art's salary. I don't think we should put off getting married just for that reason.

MARY SMITH: What do you know about how much money it will take for you two to get along on?

JANE: Well, Art and I have both been studying up on it the last six months. That is one of the reasons why I wanted you to come down here with me. I think if you see the services they have available to household buyers you will believe I have some basis for judging. (TO HELEN) Hello, Miss Clark, your office told me I would find you here. I want you to know my mother. Mother, this is Miss Clark who thinks I'm a good pupil.

HELEN: Your daughter has certainly gone into this problem of consumer information very seriously, Mrs. Smith. For a while I thought that she might be studying up for a job like mine. But finally she let the cat out of the bag--that she was doing it all for a man!

JIM: (IN THE NEXT BOOTH LAUGHS AND SAYS UNDER HIS BREATH BUT BARELY SO THE AUDIENCE CAN HEAR:) What better reason could there be?

JANE: Will you fix up a whole bundle of information for Mother to take with her? I want her to know that I really have an idea where food dollars go. (REACHES TO COUNTER, PICKS UP FOLDER AND HOLDS IT IN HER HAND WHILE TALKING.)

JIM: Helen, the Smiths should be my patrons rather than yours for I have some charts here which explains that exactly (READS)-- where your food dollar goes.

JANE: (STEPS UP TO HIS COUNTER AND LOOKS AT THE BOOKLET WHICH HE HANDS HER AND SAYS WITH REAL SURPRISE): You really have--one with exactly that information? That's just what I have wanted for a long while--to know which person who prepares the food for my use gets what part of my dollar.

JIM: A lot more people have a hand in it than most of us realize.

HELEN: I knew I would have to watch you or you'd steal all my business.

JIM: (MRS. SMITH HAS BY THIS TIME RECEIVED A HANDFUL OF BOOKLETS FROM HELEN AND IS STANDING IN FRONT OF THE AAA BOOTH BY HER DAUGHTER.) I'll tell you folks something, confidentially, since you are interested in the same thing I am -- how two can live cheaper than one. Just as soon as my co-worker here (POINTS TO HELEN) learns all the answers to the buyer's problems I'm going to steal her away from her job -- completely.

HELEN: (ON HER DIGNITY) You're entirely too free with your information, Mr. Allen.

JIM: You don't deny facts, anyway, Miss Clark. (HE MIMICS HER FORMALITY.) Buyers must always face facts -- you tell them that.

CHANCE: Jim Allen, you were ribbing me about monopoly. You two had me completely fooled with your first "hellos" -- I supposed you were casual acquaintances and that Allen here was just used to being first with all pretty girls.

HELEN: (EMBARRASSED BUT PLEASED) He is, but I'm not supposed to know or care about it.

JIM: You don't know how carefully we worked out the technique so no one would suspect our common interests. Our booths accidentally got put side by side.

JANE: Wait until Art hears about you, Miss Clark.

MARY SMITH: It seems to me that it is time for me to give my blessing all the way around -- Here's to all future wives! (SHE HOLDS HIGH HER COPY OF THE CHARTS REGARDING WHERE YOUR FOOD DOLLAR GOES -- AS THOUGH USING IT FOR A TOAST.)

CURTAIN